FIGURE 1: ShopLive System Overview

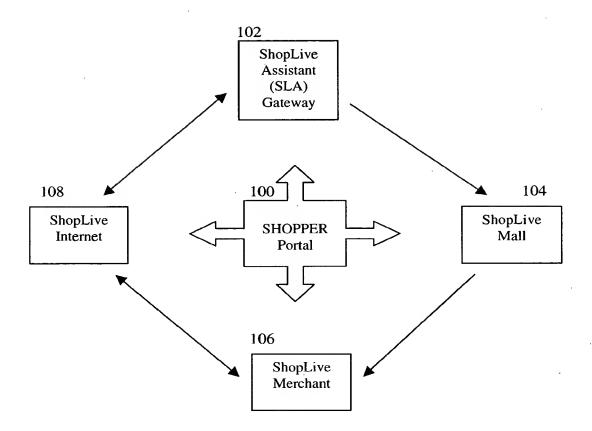


FIGURE 2: SHOPLIVE IMPLEMENTATION MODEL

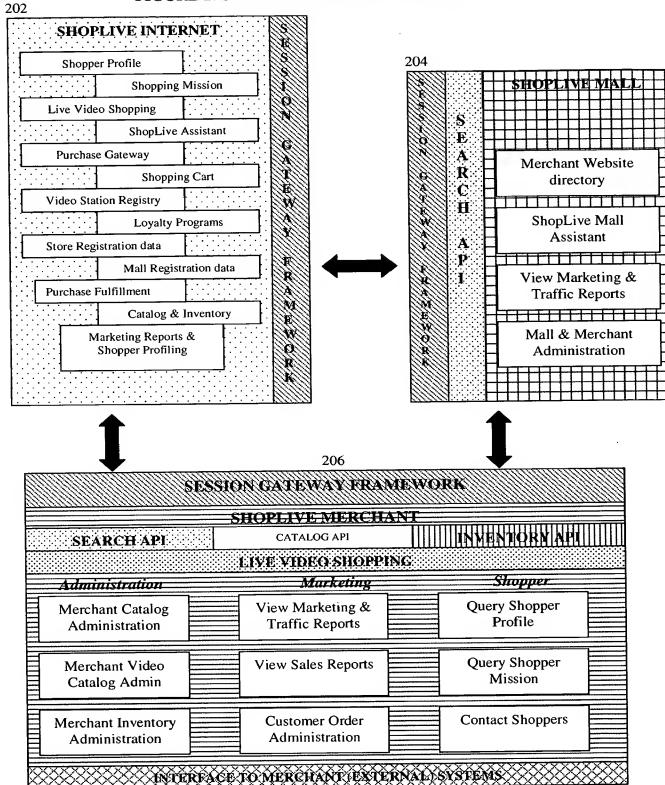
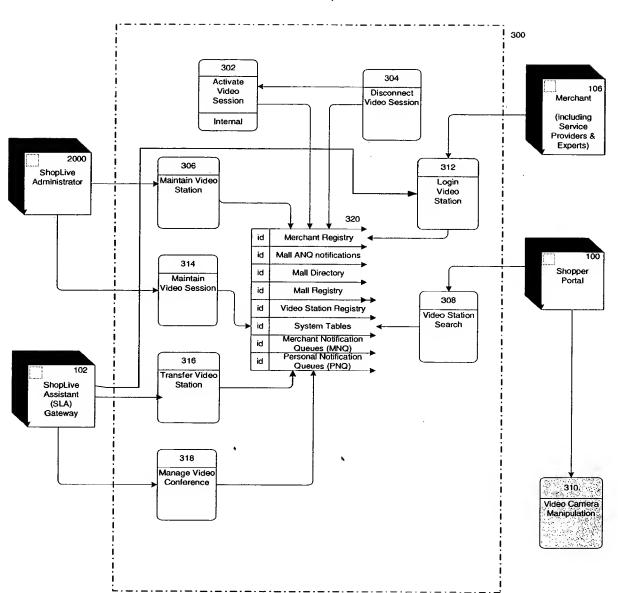


FIGURE 3: ShopLive Video



402 404 Shopper Login Initiate Session 406 Create New Mission 416 Update Shopper's Mission update Define Shopping Mission ShopLive Assistant (SLA) Gateway 430 Shopper Portal id Shopper Profile id Active Mission 410 Saved Missions Update Mission Query 418 Query Shopper Mission 412 View Previous Mission Merchant Query (including Service Providers & Experts) Mission Data 414 Recall Previous

FIGURE 4: Shopping Mission

500 512 502 Update Shopper Initial Registration demographics & Summary update 514 Update Family 100 Update Address & Shipping Data Shopper Portal Shopper Portal 522 Group Data id Shopper Profile id Demographic data id Family/Group data Shopper Master List id id Address Data 516 506 id Shopper PNQ Update Wish lists & Gift Registry Update Brand Preferences īd Preferences id Gift Registry id Shopper Calendar Shopper Financial data id Personal Folder id 508 518 Data Encryption Services Update Special Dates & Calendar 510 520 Update Credit & Manage Financial Data Personal Folder

FIGURE 5: Shopper Profile

FIGURE 6: ShopLive Assisted Shopping

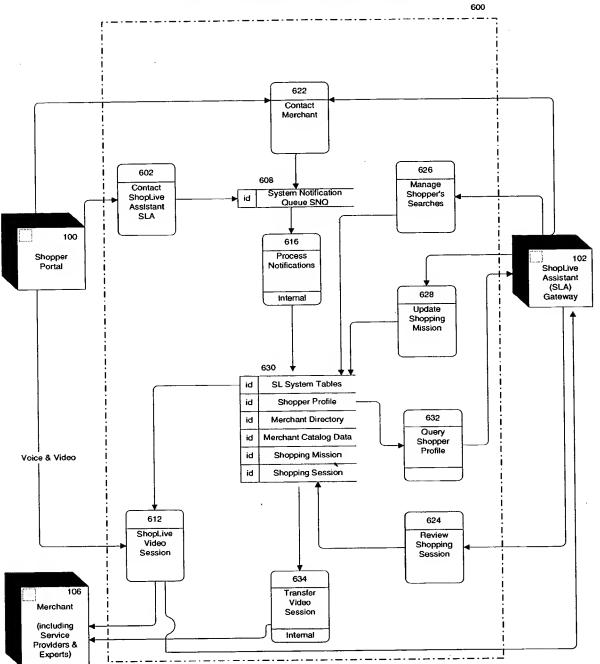
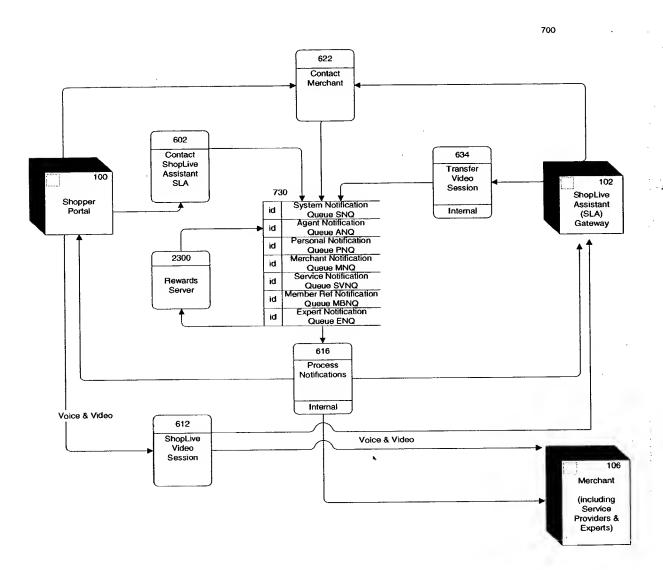
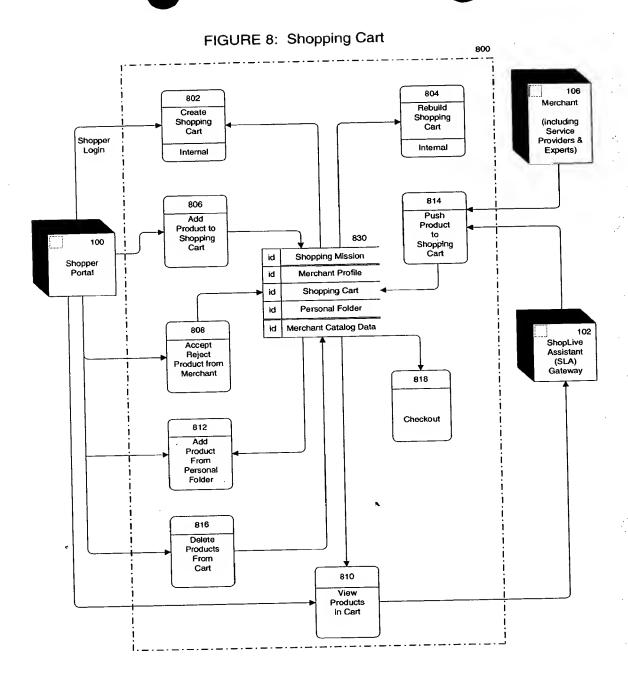


FIGURE 7: ShopLive - Notification Processing





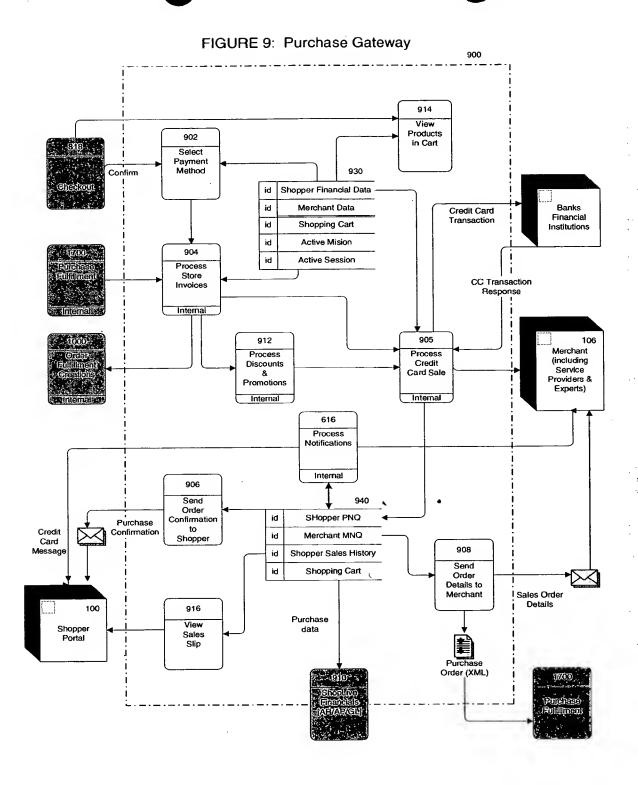


FIGURE 10: Order Fulfillment - Creations 1000 900 Purchase Gateway 1030 1002 id Inventory Process Purchase id Sales History Order Purchase Order (XML) Internal 1004 Incoming Purchase Order id 1006 1010 Produce Produce Order Slips Warehouse Reports Sales & PO Reports + Order Slips Internal 1008 id Order Slips id Inventory Warehouse Staff 1012 Completed Order Slips Process Warehouse Order Slips /₁ 1020 External" Delivery
Applications
FedEx &
UPS Sheet (XML)

FIGURE 11: Transaction Gateway

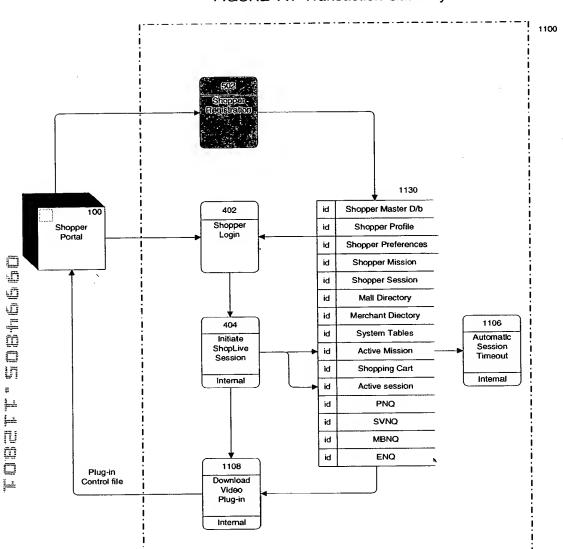
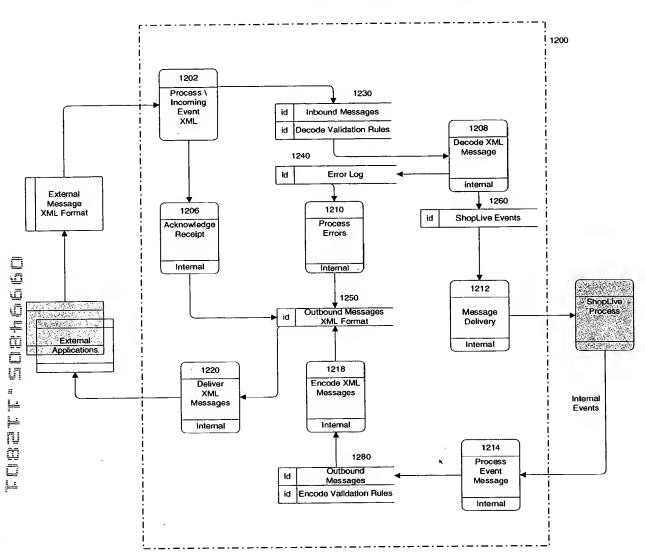


FIGURE 12: Session Gateway Framework



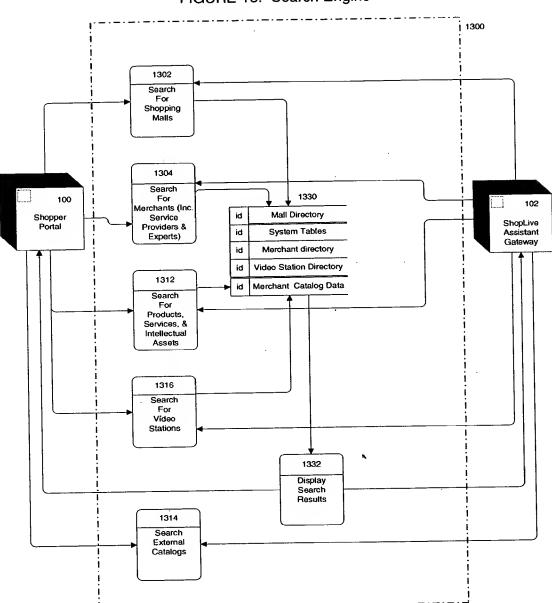


FIGURE 13: Search Engine

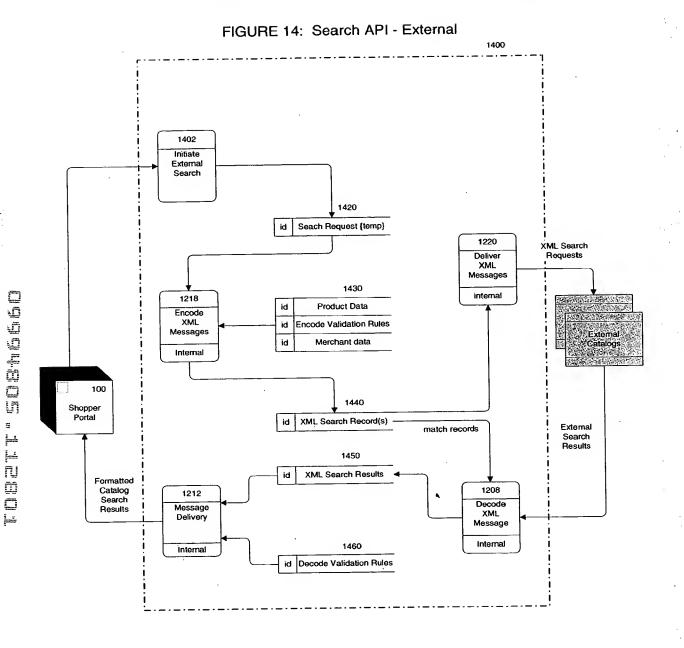


FIGURE 15: Catalog Access - API 1500 1508 1502 Update Product Addition Inventory Product 1510 Load Product 1530 Images Merchant Profile id 1504 id Merchant Catalog Product Update Video Catalog (including Service Providers & Experts) Merchant Inventory id id Images 1512 Load Product 106 Merchant Video Clips (including Service Providers & External Catalogs Experts) 1514 Process Product External Deletion External Catalog Data Inventory Updates

FIGURE 16: External Inventory Access- API

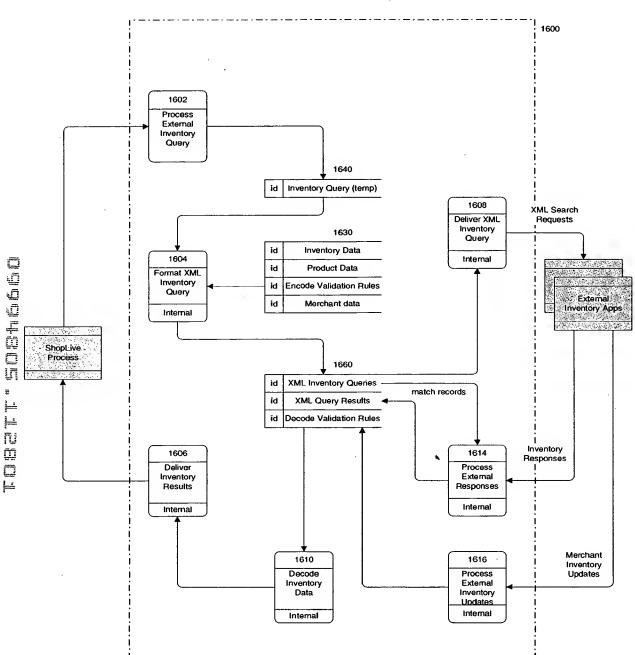
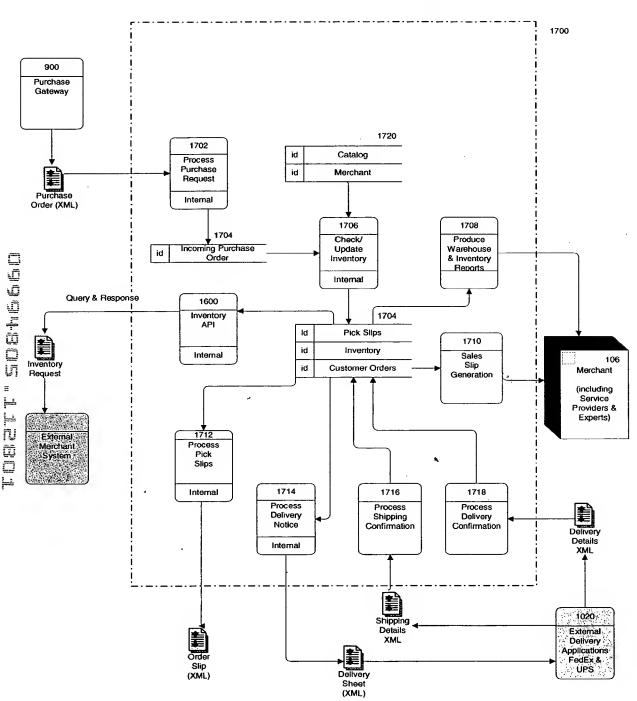
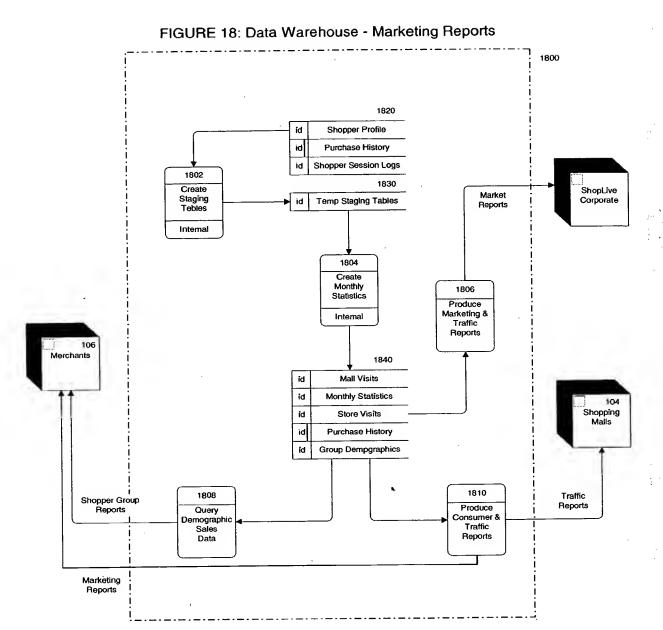


FIGURE 17: Purchase Fulfillment





1900 1903 1902 Login Video Agent Registration Station [SLA] Login 1910 1904 Process Notifications Manage ShopLive Administrators Session 1930 Parameters id SLA Agent ANQ Notification id Queues id Shopper Profiles ShopLive Assistants īd 1920 Merchant Registy Manage (SLA) Gateway id Mall Registry Video 1906 Conference id Video Station Registry View id System Tables Internal Statistics & Traffic Reports id Session Logs id SNQ & MNQ 1914 Manage id Help file Content Shoplive Sessions 1908 Manage System Help 1912 Manage Customer 1916 Produce Comments Static HTML Help pages Internal External: Email Application

Help Pages

FIGURE 19: CRM - Customer Relationship Management

FIGURE 20: ShopLive Administration System

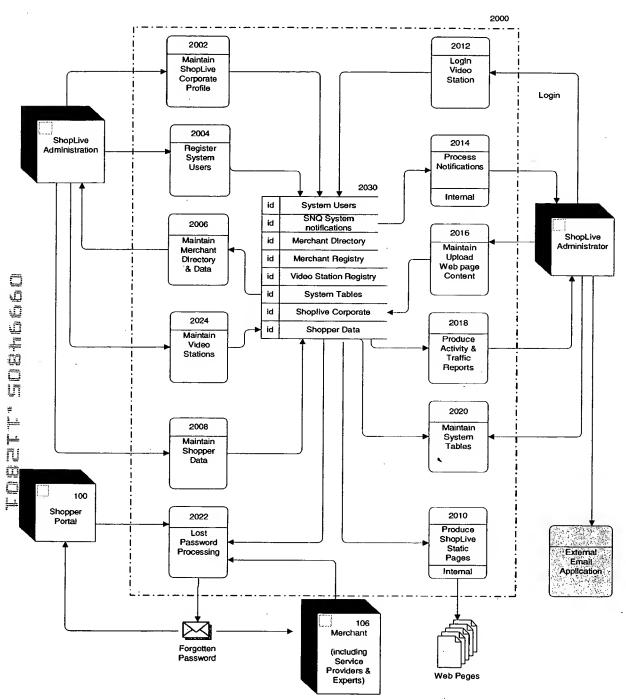


FIGURE 21: Merchant (Store, Service Provider, Expert) **Administration System** 2100 2104 2102 Login Video Merchant Registration Station Login 2108 Process Notifications 2130 id Merchant Data MNQ Notification Queue id 2112 Maintain id Merchant Inventory Merchant Manage Administration Merchant Merchant Stations id Merchant Registy Catalog (including (including id Mali Registry Service Providers & Service Providers & id Video Station Registry Experts) Experts) id System Tables 2110 2114 View ld Merchant Sales & POs Traffic View/Print Reports & id Merchant web pages Sales & Queries Activity Merchant Discounts Reports 2116 2122 Manege Merchant Manage Merchant P.O.S Discounts & **Promotions** & Sales 2124 2118 2120 Manage Manage Produce Merchant Video ShopLive Conferences Profile & Static Web Pages Pages External

Web Pages Email

2200 2212 2202 Login Mall Vldeo Registration Station Login 2204 Mali 2214 Maintain Administration Process Notifications Profile 2230, Internal id Merchant Registry id Mall ANQ notifications 2206 Mall id Mall Directory Maintain Mall Corporate User Calendar & id Mall Registry 2216 Events Maintain id Video Station Registry Upload Web page Content id System Tables id Mail events & Calendar 2208 id Merchant web pages View Traffic Reports & Quenes 2218 Produce Activity & Traffic 2210 Reports Maintain 2220 Mall Directory Produce Mall Static Peges Internal External • Email Application Web Peges

FIGURE 22: Mall Administration System

FIGURE 23: Rewards Server

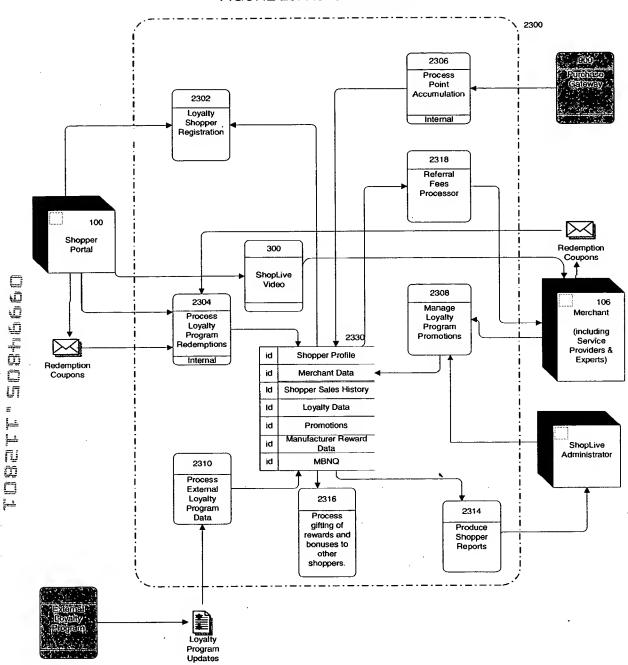


FIGURE 24: ShopLive Auctions

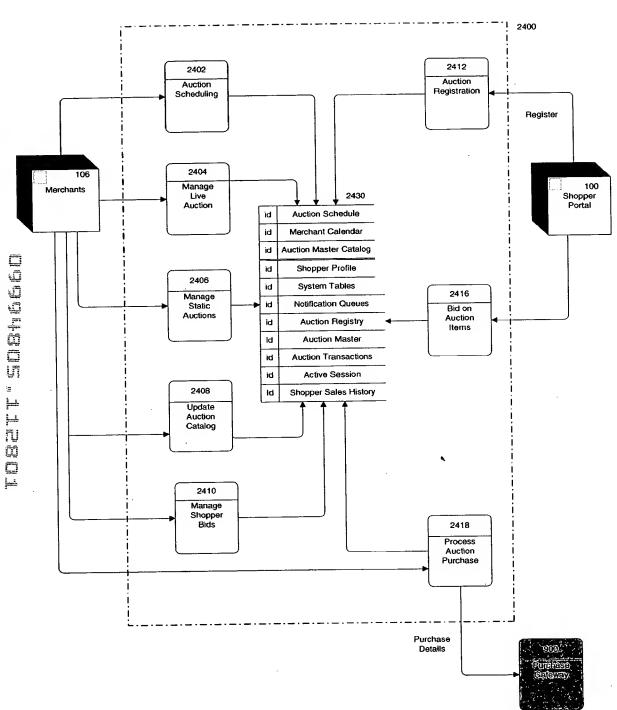


FIGURE 25: Process Nightly Shopper Notifications

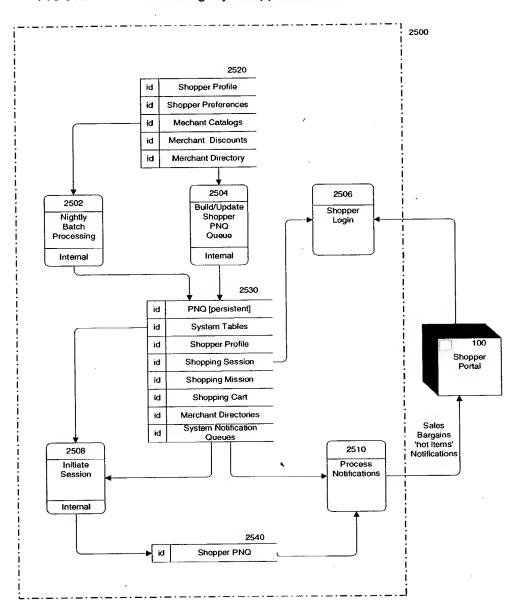
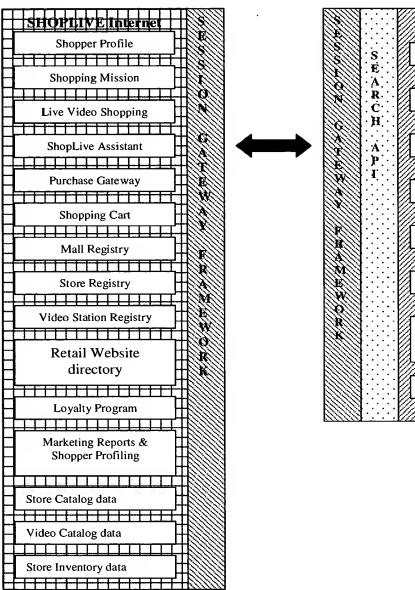


FIGURE 26: CREATIONS - IMPLEMENTATION MODEL

2602



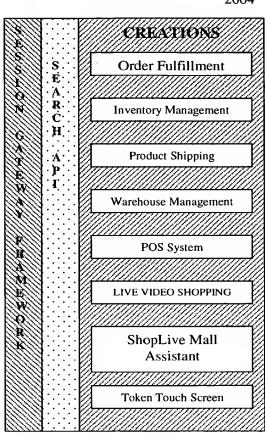
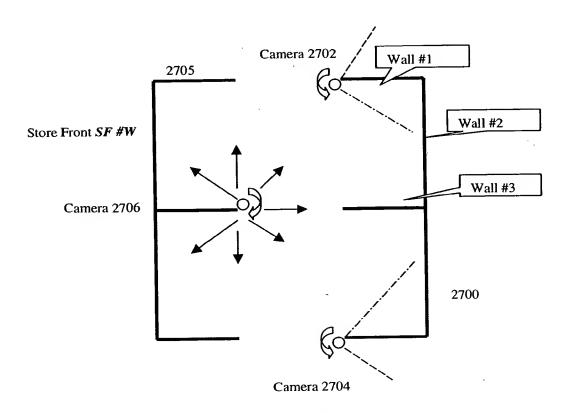
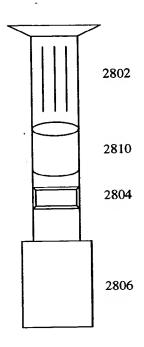


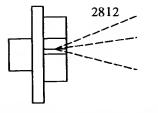
FIGURE 27: Creations - Camera Layout Specification



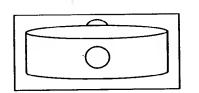
Plan View of Creations Store Front

FIGURE 28: Video Work Stations - Camera Columns





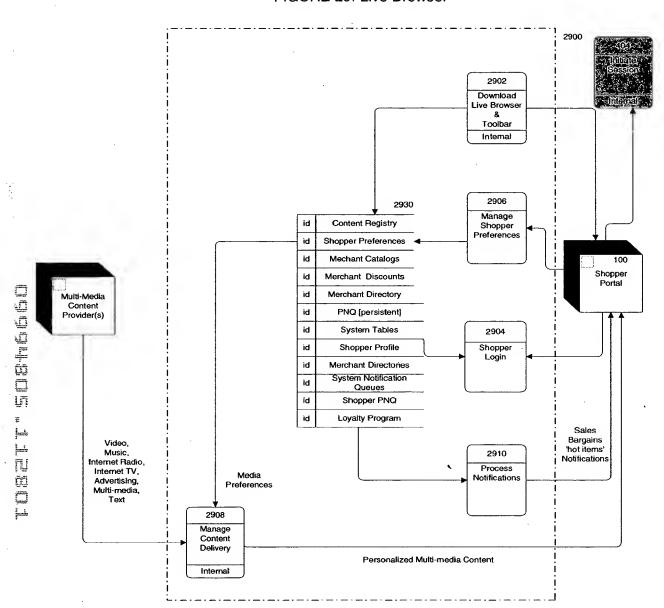
Side View of Wall Camera Unit



Front View of Camera Unit

2814

FIGURE 29: Live Browser



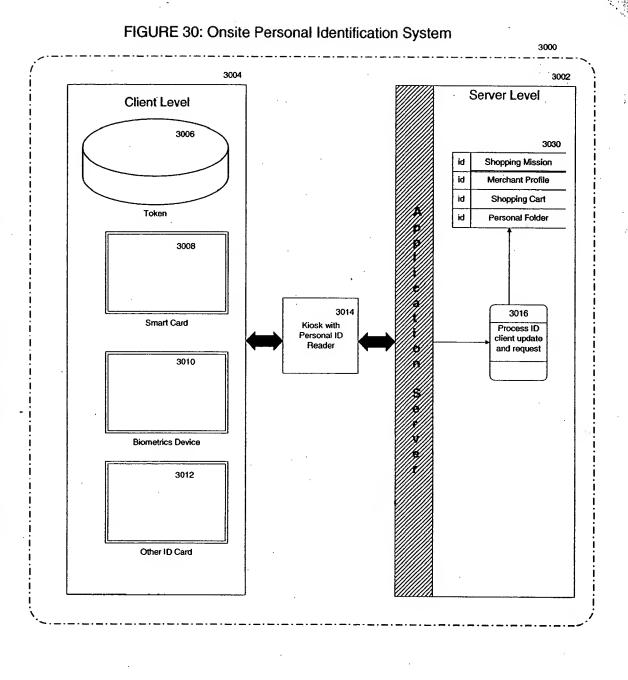


FIGURE 31: Referral Server

